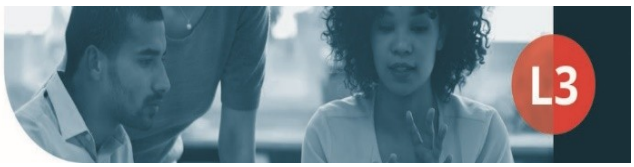

BTEC/CIM Assignment Brief

This Assignment Brief has been produced to cover the requirements for the BTEC qualification and the Chartered Institute of Marketing (CIM) qualification, for any learners wanting to claim dual certification.

This assessment meets the requirements for the following CIM certification and module:

Level 3 Foundation Certificate in Professional Digital Marketing: Digital Fundamentals

Please note that learners will be required to complete **ALL** Authorised Assignment Briefs in **Unit 4: Investigating Digital Marketing** and **Unit 5: Developing a Digital Marketing Campaign** as achievement towards CIM certification in the **Digital Fundamentals** module.

To preserve the standard set in this assessment, centres are **NOT** permitted to make any changes **UNLESS** this assessment is being used for BTEC purposes only. If any changes are made to this assessment, learners will not be able to claim CIM certification.

Qualification	BTEC International Level 3 Certificate in Marketing BTEC International Level 3 Subsidiary Diploma in Marketing BTEC International Level 3 Foundation Diploma in Marketing BTEC International Level 3 Diploma in Marketing BTEC International Level 3 Extended Diploma in Marketing
Unit number and title	**Unit 4: Investigating Digital Marketing**
Learning aim(s)	**A** Explore the impact of digital technology on marketing activities and customers
Assignment title	
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have secured a work placement in the marketing department of an organisation. At present, you are working with the digital marketing team. Your mentor has asked that you do some investigative work for the team on how digital marketing has evolved and asked that this be shared as a report to the rest of the department.

Task 1	Select an organisation of your choice, but ensure to choose one where: • there is sufficient scope for investigating their digital marketing practices • a number of different digital marketing tools are used • there is a significant time period in which they have engaged with digital technology • there is an identifiable key customer segment. Produce a report that must include: • a description of your selected organisation, including: o size and type o range of products and services o competitors o customer base o internal and external stakeholders o key customer segment. • a description of the different digital marketing platforms available to the organisation • an explanation, with relevant examples and justifications, of how the organisation's marketing activities have changed due to evolving digital technology. You must consider this over a significant time period. • details, including relevant examples, of how the organisation's evolving digital technologies, including social media, has changed the behaviour of the target key customer segment in the organisation. • a careful consideration of the various different impacts that evolving digital technologies including social media have had on: o the organisation's marketing activities o how this has changed the behaviour of the key customer segment • an identification of the most important or relevant impacts that you have considered above. • an explanation of the advantages and disadvantages of the different evolving digital technologies and the social media on the organisation's marketing activities • a supported judgement on the importance of the impacts considered above. • a supported conclusion as to how these impacts have changed the behaviour of the selected organisation's key customer segment.
Checklist of evidence required	Report on the impact of evolving digital technologies on a selected organisation's marketing activities and their key customer segment.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
4/A.D1	Evaluate the impact of evolving digital technology and social media, on marketing activities, including how this has changed the behaviour of the target key customer segment in a selected organisation.
4/A.M1	Assess the impact of evolving digital technology and social media, on marketing activities, including how this has changed the behaviour of the target key customer segment in a selected organisation.
4/A.P1	Explain how marketing activities have changed as a result of evolving digital technology over time in a selected organisation.
4/A.P2	Describe how evolving digital technology, including social media, has changed the behaviour of the target key customer segment in a selected organisation.
Sources of information to support you with this Assignment	www.marketingjournal.org/category/digital-marketing/ Digital marketing articles http://digitalmarketingmagazine.co.uk/ Digital marketing magazine www.thedrum.com The Drum marketing magazine www.wordstream.com/blog/ws/2016/01/05/marketing-news Digital marketing news sources www.digitaldoughnut.com/articles/2018/february/how-to-integrate-traditional-and-digital-marketing Digital marketing and traditional marketing
Other assessment materials attached to this Assignment Brief	*None*